FINAL REPORT

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SMOKERS DISCUSS CREATIVE PREFERENCES IN DIRECT MAIL

Highlights of Eight Focus Groups in Philadelphia

conducted exclusively for
Philip Morris
New York, NY

by

Sun Research Corporation

Newtown, CT

August 1998

2071240465

Source: https://www.industrydocuments.ucsf.edu/docs/xjxn0004

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Background and Objectives

The Marlboro brand group, internal data base team, and Leo Burnett Direct are intensifying their learning on direct mail with smokers. They want to know what makes direct mail openable, what catches consumer attention, and what causes response to inside contents. They are developing several alternative prototype pieces for future Marlboro direct mail campaigns. Consumer reaction and input will guide finalization and next-steps strategic planning.

Design, Scheduling, Specifications

Eight hour-and-fifteen-minute groups were conducted in Bala Cynwyd, PA, a suburb of Philadelphia, on July 15-16, 1998. Scheduling was as follows:

Wednesday, July 15, 1998

Session 1	12:00 noon	Older female, mixed brands, responders
Session 2	4:00 p.m.	YAFS, Marlboro
Session 3	5:30 p.m.	YAMS, Marlboro
Session 4	7:00 p.m.	Older male, mixed brands, responders

Thursday, July 16, 1998

Session 5	12:00 noon	Older female, mixed brands, nonresponders
Session 6	4:00 p.m.	YAFS, competitive brands
Session 7	5:30 p.m.	YAMS, competitive brands
Session 8	7:00 p.m.	Older male, mixed brands, nonresponders

Recruitment used these specifications:

- Smokers of at least a half-pack per day of Marlboro or competitive brands of filtered, nonmenthol, cigarettes, kings
- Mix of marital and work status
- Younger adults were aged 21-29; older adults were 30-45
- Marlboro groups included Marlboro Red or Lights. Mixed brand groups included a mix of regular and light versions of Camel, Winston, Merit, and others. Marlboro could be a secondary cigarette for mixed or competitive brand respondents, as long as they indicated upon recruitment primary preference for a competitive brand

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- Responders were recruited from lists that indicated they had responded to direct mail from Marlboro at least once in the past year. Nonresponders were from lists that indicated they had not responded to direct mail from Marlboro in the past year

- Past participation screens of six months; all respondents were English-speaking.

Materials

Respondents were asked to bring in their own direct mail pieces for group sorting. Marlboro provided cigarette company mailings, including Marlboro. Leo Burnett Direct provided prototypes of alternative direct response survey mailings.

Qualitative Caveat

This study is qualitative, not quantitative. Hence, it is best used for insight into consumer behaviors and attitudes as well as creative direction. It should not be projected to populations larger than the one studied without quantitative follow-up.

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Hypotheses of the Study

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HYPOTHESES OF THE STUDY

Based upon eight group with male and female smokers, with representation from Marlboro, competitive, responder, nonresponder segments in two age brackets, the following hypotheses emerge:

- Panelists generally love cigarette mailings. Whether responders or nonresponder segments, they enjoy getting cigarette direct mail, especially if it's from their own brand. However, they say they always open any clearly identified cigarette/smoker mailings since they can pass along competitive coupons and offers to friends, family, and co-workers.

- Based upon response to many cigarette company and other mailings, smokers leave a consistent feeling about the key principles behind motivational direct mail. What they want is loud and clear:

  - Clearly identify either the cigarette brand or smokers on the outside. They know it's for them.

  - Let them know there are coupons, offers, freebies, gifts, or catalogs inside. The more they know and anticipate, the faster they'll open it up.

  - Mystery and raising of curiosity are good direct response elements, as long as the cover is a real zinger, i.e., very intriguing, very curiosity-inspiring, no doubt, nothing too obscure. The problem with mystery and curiosity is its very arbitrariness and relativity. Not everyone is intrigued by the same thing.

  - Color, graphic boldness, unique shapes and sizes, high quality, clever simulations work to create openability. The better looking the mailer is...the more it promises on the outside...the more panelists want to open it up.

  - Anything Marlboro-branded is good. This is a common consumer mantra throughout the study. If it says Marlboro on the front--no matter what else it looks like--panelists will open it up.

- Within Marlboro mailings, both cowboy and country visuals are equally appealing. Both clearly communicate "Marlboro". Gear and racing visuals are also strongly Marlboro identified and communicate a more fun, trendy, useful, relevant image.

- Respondents like being addressed as "smokers". Although a few YAFS do not want a too-large or blatant smoker label on the front, everyone else is fine, pleased, and comfortable with being identified as a smoker on the

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outside of a direct mail piece. They consider themselves smokers. Many actually like being affirmed as a smoker since they get little outside approval from most other sources. In fact, smokers say they would open a smoker-labeled mailer faster. They see key convenience benefits. They know what's inside...probably coupons or offers relating to cigarettes.

- The only segment who would not fill out any of the surveys are YAMS especially for unmotivating rewards like free pack coupons or free lighters. To motivate YAMS, the rewards may need to be upped or surveys substantially shortened. By contrast, the other three segments are *pro*-survey: YAFS, women 30-45, and men 30-45. They indicate that they love to fill out any cigarette survey that comes their way. They want the coupons, freebies, gifts, offers, and mailings that come from being on a cigarette mailing list.

- The prototype packages for unbranded surveys show three pieces in top place for appeal: H (Invitation), W (Dossier), and P (Letter). All three are motivational and intriguing to both women and men to open. H looks like a wedding invitation...exciting to think about being invited and going to a fun celebration. W is an irresistible simulation of a briefcase: big, dramatic, curiosity-inspiring. P looks like a personal note or letter one might receive from a distant friend or family member. Upon opening, some panelists find that H's or P's insides do not deliver exactly what is promised on the outside. However, most smokers still think of the pieces as high quality, clever, and appealing. The company obviously went to a lot of trouble to put these particular mailers together. Not too disappointed, most indicate they would fill out the surveys anyhow.

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Detailed Findings

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DETAILED FINDINGS

GENERAL BEHAVIORS AND ATTITUDES REGARDING DIRECT MAIL: WHAT MAKES MAIL OPENABLE

A. OVERALL FINDINGS ON GENERAL MOTIVATION

- There was strong consistency of findings related to why consumers opened certain direct mail and discarded others. Whether male or female, older or younger adult, Marlboro or mixed brand smokers...all expressed essentially the same principles behind what intrigued them enough to open a piece of direct mail.

  #1 Product/subject relevance or need. Consumers will more quickly open a piece of mail, if the outside indicated something they were already interested in.

  For instance, mothers opened mail with baby pictures or coupons for diapers clearly stated on the front. Gamblers were interested in casino mailings. Computer owners found high tech graphics and computer-related contents/deals intriguing. Women with white-collar jobs liked to peruse career fashion catalogs. Pizza lovers enjoyed pizza chain mailings with coupons for reduced price pizza. Women enjoyed fashion and jewelry catalogs. Consumers looking for credit or credit cards liked credit card mailings, whereas those who had enough credit cards threw them out. Homeowners in the process of renovation liked Home Depot-type mailers. Smokers like smoker-relevant direct mail.

  #2 Something free, deals, coupons, price savings, gift, or a sale. An indication, statement, or intimation of freebies or coupons on the front seemed practically irresistible to opening a direct mail piece, especially if the coupons were relevant or appealing to the opener.

  Most women said they opened anything and everything that stated free or coupons. Younger men seemed somewhat less intrigued with coupons, especially if the mailing was from CD or book companies which were known from unhappy previous experience to hook the unsuspecting consumer into an expensive, hard-to-get-out-of continuity program.

  #3 Appearance of real (personal) mail. The closer a direct mail piece looked to real, i.e., personal, important mail--from friends, relatives, a company from which they had requested information, important notification from a desired source, etc.--the more interested consumers became.

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Such appearance could be simulated by outside paper stock that looked like quality stationary or notepaper, a real stamp, handwritten-type lettering, letter- or card-sized outer envelops, hand- or special-delivery, resemblance to an actual check (in one case, from the IRS).

#4 Colorful, bold, interesting graphics with curiosity-inspiring copy on shiny high-quality paper. Exciting, dramatic-looking, high-quality pieces of mail were opened just to see what was inside. Teaser copy on the front that intrigued or motivated curiosity likewise motivated opening. So did unusual shapes, forms, textures, and sizes of mail. If a direct mail piece was thick, a box, or sealed in plastic with the feeling of something inside, it might contain a gift, sample, or coupons.

B. NOTES ON MAIL-OPENING BEHAVIORS AND ATTITUDES

- Single women and men who lived alone opened their own mail, without issue. However, if they had a boy- or girlfriend living with them or frequently in the house, there was some overlap in opening. Some had respect for the other's mail; just as many went ahead and opened the other's mail, if it looked interesting.

- Among married respondents, women often seemed to predominate in mail opening. Women admitted, laughing among themselves, that they opened both theirs *and* their husbands' mail. Married men concurred. They said their wives got to the mail before they arrived home, sometimes leaving (opened) mail for them on the counter. If a husband and wife smoked the same brand, she usually opened the cigarette company mail piece package no matter who's name was on the front, then used the coupons. If they smoked different brands, she would leave the appropriate brand's mail and coupons for him.

- Respondents frequently mentioned that they passed along coupons for cigarette brands they didn't smoke to other family members (close or distant...wife, cousin, aunt or uncle), friends, and co-workers. Occasionally, they might use them; even if it wasn't their regular brand, they might run out of cigarettes, be low on money, and end up using the coupon for that alternate brand.

- The exception was menthol; menthol coupons were tossed.

C. GENERAL RESPONSE TO SURVEYS (POST-OPENING)

- Interest in filling out the cigarette survey (once the specific direct mail piece was chosen as openable) seemed less contingent on what the mail piece or survey looked like inside or out then it did respondents'

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receptivity to surveys generally. Three of the segments were literally gung-ho about filling about any and all surveys. Pro-survey segments were females 21-29, females 30-45, and males 30-45. It didn't seem to matter whether these segments of consumers were labeled as "responders" or "nonresponders."

- No matter which direct mail piece they evaluated, for the pro-survey folks, all surveys were of interest. They indicated that, prior to coming to this study, they always filled out surveys from cigarette companies. It was a sure way to receive coupons, interesting direct mail with lots of special offers, and freebies. They'd do it practically without a reward just because they wanted to be on the cigarette mailing list. A coupon for a free pack was a sufficient reward...an indication of more things to come. However, a few complained about waiting up to 12 weeks for one pack coupon.

- The one segment that had little to no interest in filling out surveys was YAMS 21-29, particularly Marlboro YAMS but also competitive YAMS. Younger adult males were as negative to surveys as the pro-survey people were positive. No matter which direct mail piece they chose, many YAMS' response was the same. They could not imagine themselves sitting down and spending time filling out a boring survey. Any survey more than three to five questions was much too long. They had better things to do. A free pack, a radio, a lighter or two was insufficient reward to cause them to fill a survey out. Maybe a carton, maybe money, maybe really high-quality lighters, maybe a whole bunch of coupons would help motivate them...even then they were dubious. As soon as they saw it was a survey, they'd throw it out.

- Specific response to the survey examined in prototype M mirrored these general findings. YAFS and older men/women would fill it out. Marlboro YAMS would not; competitive YAMS were ambivalent, maybe, maybe not.

- Response to the opt-off question in the M prototype survey was initially positive. For *other* people, it would be nice to be able to get off a mailing list...a positive gesture on the part of the cigarette company. As smokers, however, they themselves wanted to be on any cigarette mailing list. Nobody in these groups would check the opt-off box because the entire reason--besides the coupon for a free pack--to fill out a cigarette survey was to get *on* a mailing list. They wanted to receive offers, coupons, freebies, calendars, and other interesting cigarette mail. Why would they take the time to fill a survey out, then check the very thing that would bring the desired freebies and coupons?

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On further thought, the opt-off question made no sense. If the receiver didn't want to be on a cigarette mailing list, h/she would simply not be bothered at all...just toss the survey in the garbage.

D. POSITIVE RESPONSE TO "SMOKERS"

- Most smokers liked being addressed as "smokers." They didn't personally mind the smoker word, the identification, or the label. It was true; they *were* smokers and they liked to smoke. Being called a smoker was a fact about themselves that was fine to see in print. In fact, some said they felt good that their smoking/smoker status was being recognized and affirmed. It was positive...a relief...to have or receive something just for smokers. In most other situations they were made to feel bad, criticized, discriminated against, and isolated. All male study respondents and most females 30-45 seemed comfortable with and open to seeing smoker identification on direct mail.

- Labeling direct mail with smokers had advantages related to convenience. Seeing smokers on a direct mail envelop identified the contents. The word smokers made a direct mail piece immediately motivating to open. Most smokers assumed the piece would contain special offers, deals, or coupons for cigarettes. Even if a brand wasn't one they primarily smoked, many said they would still open a smoker-identified mail piece. Who knew...it might be the brand of their spouse, friend, or work colleague, to whom they would pass it along. Or, they might alternate brands under certain situations.

- Interestingly, many smokers in this study said they alternated brands. There was very little evidence of rigid brand loyalty. Despite their placement on a particular PM list used in recruiting, many smokers alternated brands. Mixed or competitive panelists might technically prefer a Camel or Winston if all brands were available and the same price, but they also smoked Marlboro (and other brands) when they felt like it or had a coupon. Indeed, the first group of female 30-45 mixed brand responders might just as well have been Marlboro smokers, so frequently was Marlboro mentioned as a primary cigarette. Marlboro YAMS and YAFS seemed more emotionally loyal to Marlboro, but knew plenty of other smokers who smoked Camel, Winston, and Merit. Marlboro smokers also alternated with competitive brands occasionally, if they wanted a pack and had a coupon for it.

- In one YAFS group, one or two younger adult women were slightly less positive about being called smokers. They felt the term when shown in L's big, bold lettering was too aggressive, too blatant, too strong a label. They weren't sure if they wanted to be identified as a smoker. Asked if they

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would still open the package, however, they said yes. "Smokers" made them feel funny. The label did not always have positive connotations among their particular set of friends, family, or work associates.

E. PERSONALIZATION

- Asked whether they liked their name personalized inside a direct mail piece, most panelists said they didn't care one way or the other. Personalization was frequently connected with big sweepstakes offers, so smokers were aware of what personalization meant. However, they said it was all computer generated, not personal. Their names were far out of size proportion to the rest of the copy, often irritatingly misspelled. They liked mail personalized to their names in the outside address (disliked "occupant" or "resident"), but not personalized on the inside.

- One or two men in the older mixed brand nonresponders said they liked personalization. It made them feel important.

F. SELF-MAILERS OR ENVELOPES?

- When asked in the groups as an open-ended question, most panelists preferred self-mailers over envelops. This preference seemed practically unanimous. Self-envelops were easier to open, less paper to wade through, and faster to get to the contents. Smokers said they preferred the convenience of self-mailers to the hassle of envelops. If bold, colorful, and intriguing, a self-mailer was as appealing as an envelop.

- In the last group of older men, the moderator played devil's advocate, asking more intensely, OK, but I notice you chose a lot of envelop mailings as your favorites...don't you think envelops make a piece more important? Some men agreed that envelops did indicate that there was something interesting inside. Come to think of it, they *did* open up envelops to examine the contents.

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CHAPTER II

CONSUMERS DISCUSS CIGARETTE COMPANY MAILINGS, INCLUDING MARLBORO

Note: During the last portion of the session, panelists were exposed to a large variety of cigarette company mailings, including Marlboro. Each was coded by the moderator for tabulation. Smokers were asked to go through, examine those mailings that they found openable, appealing, then discuss them interactively

A. NOTE ON RECALL OF CURRENT CIGARETTE COMPANY MAILINGS

- Whether they were responders or nonresponders, Marlboro or competitive...many respondents could easily remember receiving recent Marlboro as well as other brands' cigarette mailings. Quite a number collected Miles or passed them on to friends and family who were collecting Miles. Many were enthusiastic Gear people and were familiar with mailings relating to Gear and Marlboro Miles.

- The female 30-45 competitive group seemed to be the most frequent recallers of Marlboro mailings. Upon recruitment over the telephone and rescreening at the group, they said they smoked other brands of cigarettes like Winston, Merit, and Camel. However, once in the group they seemed similar in attitude to Marlboro smokers. They expressed their delight at receiving Marlboro mailings and spoke emotionally of Marlboro as if it was their primary brand.

- As a segment, males 30-45 were the most promotions involved. Older men seemed interested in *any* coupon, any deal, any offer relating to cigarettes and enjoyed talking about the direct mail they received from Marlboro or other companies.

- Marlboro smokers often complained that they did not receive Marlboro mailings. Instead, competitive brands sent them mail, offers, and coupons. Likewise, some smokers in the YAMS and YAFS competitive groups commented that Marlboro sent them more mail than their preferred brands Camel or Winston.

B. OVERALL PRINCIPLES IN CIGARETTE DIRECT MAIL DEVELOPMENT

- The last exercise asked panelists to summarize the principles that were most motivational for cigarette mailings. Consistently, they played back elements that were similar to general direct mail principles discussed in

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the beginning of the group. A mailer had to have at least one of the following elements to be openable and motivational:

- **Brand name and logo clearly on the outside front cover**
  - They wanted to know what brand of cigarettes was inside. This communicated instantly who it was from, if they smoked that brand, whether the mailer was relevant for them personally, for pass along, or just curiosity.
- **Clearly indicates for smokers**
  - If the brand was not on the cover, "smokers" was a good way to get smokers' attention and interest in opening
  - Personalization in address was more important than personalization inside.
- **Free offer, coupons, gift, Gear**
  - Panelists wanted some indication, preferably a clear communication, of exactly what they were going to get when they opened it.
  - Everybody without exception was looking for something free, a gift, or a good deal.
  - The gift had to be high in quality, unique, and personally relevant to the appropriate gender to be worth the extra effort of sending away or filling out a form.
  - Consumers liked to know a catalog was inside.
- **Appealing, bold, high-quality graphics outside and in**
  - Panelists said they were always motivated by a front that was bright, bold, intriguing, unusual, dramatic colors, graphics, shapes, forms, sounds, simulations, and clever trompe d'oeils.
- **Mystery, curiosity-inspiration, intrigue**
  - If a front really raised their curiosity, they would open it.
  - Mystery tended to be more relative, iffy. Not everybody was affected by or curious about the same thing
- **Bigness**
  - Men in particular liked mailers that were large in size. Some women complained that big mail pieces would not fit in their mailboxes...a source of irritation.

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C. FAVORITE MAILINGS FROM CIGARETTE COMPANIES

1. Findings about Marlboro Mail Generally

- Throughout the study, many respondents liked anything and everything developed by Marlboro. They spontaneously insisted that they would open any mail that was Marlboro-identified, no matter what it looked like.

2. Cowboy or Country?

- A brief probe was conducted by holding up examples of Marlboro mail with alternative cowboy or country visuals. Which did they prefer? There was a distinct draw.

- Both cowboy and country visuals were appealing. Some liked the fresh outdoor fantasy scenery of the country, the dream of being in the mountains and enjoying the country. Others liked the bold, traditional look of the Marlboro cowboys...manly, sexy, rugged, independent, active adventurers.

- A few panelists said that they actually preferred Gear or Racing graphics...more contemporary, fun, trendy, useful, relevant to their current lifestyle.

- Overall, smokers agreed there was room for any and all Marlboro imagery. Even the simple black with red M was attractive. It said Marlboro and that's all that had to know to want to open the mailer.

3. Response to Individual Cigarette Mailers

Note: Based upon post-group tabulations, some Marlboro and other brands of mailers seemed to have greater appeal than others. These are reflected in the general rank ordered mail below. In order of most through least appeal:

a. Top Place Mail (maximum number of votes)

#21. Virginia Slims Win a Trip to Hawaii. Men and women loved the fantasy and excitement of potentially winning a trip to Hawaii. They waxed poetic about Hawaii. They found the colorful purples, reds, and yellows of the package dramatic and exciting. The inside was fun to look through, with coupons. Smokers seemed disappointed that it was Virginia Slims, however, since nobody in this study smoked this brand.

#50 Winston Nascar Racing Box. Men and women both picked up the Winston box. A box meant there was definitely something good inside: maybe a free gift, maybe cigarettes. Women related more conceptually to a

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box as a great direct mail piece. Men were intrigued by the racing motif, liked Nascar, enjoyed the "crank it" copy.

#52 /#91 Marlboro Leave the Boundaries Behind. Men and women alike liked saving Miles and perusing the Gear catalog. This mailing was clearly from Marlboro. They knew there was a catalog inside because it said so in the corner. Even if they didn't collect Miles, smokers still liked looking at the catalog or passing it along. As was frequently commented, "Marlboro has the best quality stuff."

#14/#41 Marlboro 1998 Race Day. Men in particular liked the simulated plastic racing pass. It seemed valuable, important, quality. YAMS thought #14/41 looked like a pass that could get the bearer into special places, like behind stage at rock concerts. Males 30-45 said they would keep it after opening for personal valuables or to protect papers inside their car glove compartment. Women seemed more disinterested. Some thought the plastic form was interesting but didn't know what it was. Nor were they involved with racing.

#77 Marlboro Calendar. Several men in competitive and mixed brand groups said they received the Marlboro calendar yearly, waited for it, liked to put it up. They knew what it was the moment they saw the outside envelop. Others found #77 large, important looking, attractive. It was from Marlboro...enough said. Of course they would open it.

b. Second Place Mail (middle number of votes)

#33 Special Offers from Marlboro, Western Scene. Some men and women liked the beautiful country scenery on the outside which reminded them of Marlboro Country. Inside was graphically evocative: cowboys sitting around a campfire and special Miles offer for a Marlboro poker set...of special appeal to men.

#34 Marlboro Unlimited Get More Gear. The red-coated skiing action scene on the front looked contemporary, exciting, and very Marlboro. Inside was great stuff from the catalog.

#38 Special Offers from Marlboro, Mountain Scene. The country scenery was appealing. The mailer said "special offers". Inside there was a cool simulated pack in the corner, with coupons.

#19 Introducing New Marlboro Ultra Lights. Beautiful outside and inside mountain scenery, pop-out mountain, BIGIF offers for packs, and $3.00 off for cartons made #19 an appealing mailing.

#80/#88 Black Mailers with Red M on Back. YAMS thought they looked cool; the M said Marlboro. They were thick so they probably contained coupons.

#9 Red, Black, and White, Something Wild, Virginia Slims. Women were definitely intrigued by the colorful outside and the "Something Wild" copy.

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Inside, the fashion contents were fun to look at. Several women drooled over the suede and leather jackets. The coupons seemed substantial.

#83 Large Magenta Virginia Slims. Both men and women picked up #83. The color was startling, interesting, motivating. Through the semi-transparent envelop, they could see the hazy words "coupons inside." Women loved the fashion contents inside, even though they weren't VS smokers. Men seemed a little embarrassed opening it in front of their fellow panelists when they realized the mailer had fooled them; it was obviously for women.

#54 Purple Mailer, Get Ready for a New Look, Misty. Like #83, #54 was chosen by women and men for similar reasons: bold, bright, motivating, thick, large. The inside contents were of no interest to either women (or men). A beauty makeover seemed unconnected with cigarettes. Nobody smoked or knew anyone who smoked Misty.

#25 Exotic Island, Dream Vacation, Kool. Women especially but also men loved the idea of vacationing on a beautiful Caribbean island. Inside, it still looked good...cool...but it was Kool, which nobody smoked.

#11 Beach Scene, Cool Savings, Belair. Almost identical reaction as #25.

#43/#44 CD Envelops, Virginia Slims. Women were attracted to the hot pink color, CD copy, and thickness. On #43, the smiling woman on the back and "you go woman/music" copy meant the package was for them. They assumed a CD, free gifts, or coupons might be inside. #44 communicated that there was a real CD inside; the back looked like a CD player, which was cool.

#72 Gold Envelop, Beach Scene with Starfish, Benson & Hedges. Women thought #72 looked enticing and elegant. They loved going to the beach. They liked the gold sand with starfish photography, beachy copy, and the announcement of the new Benson & Hedges catalog. It was openable even if they didn't smoke B&H. The inside contents, i.e., sunglasses, AIWA CD player, looked high quality and desirable, a fit with the B&H image.

c. Third Place (single votes)

#89 Pop-up Waterfall, Kool. Most panelists didn't open any green packages because they assumed menthol. However, #89 caused immediate interest when demonstrated by a panelist who had already received one at home. These men loved...oohed and aahed over...the dramatic pop-up and special effects waterfall sounds. Too bad they didn't smoke Kool.

#17 Racing Gear, Kool. Big size, dramatic racing graphics, and thickness meant there were coupons or a catalog inside.

#57 Special Offers for Smokers, Marlboro, Two Cowboys. Some panelists liked the Marlboro Man/Cowboy look on the outside and the coupons inside.

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#18/#40 Pleasure Preservation Society, Pall Mall, Tarryton. Men and a few women commented about what Pleasure Preservation Society could mean. Pleasure was something good, delightful, positive, and associated with the experience of smoking. Plus it said savings and coupons on the outside. Inside, they liked the coupons and noticed the old Tarryton Fight Than Switch line. They couldn't believe it was still around. Tarryton and Pall Mall were associated with fathers, grandfathers; occasionally, they remembered smoking Tarryton or Pall Mall years ago...not current brands.

#42/#58 Galleria, Club Benson & Hedges. These pieces looked elegant, expensive, high quality, and devoted to female-style shopping.

#51 Jean Outside, Noteworthy Gift, Basic. One man received Basic mailings. He liked the gifts and coupons, would occasionally buy Basic when he ran out of cash and his regular brand.

#67 Green Envelop, Preferred Smoker's Savings, Parliament/Merit/Virginia Slims. Panelists who already smoked Merit or Parliament picked up #67 for its inside coupons.

#31 Local Female Bands, Virginia Slims. This mailer was related to other VS musical theme/CD pieces. One YAFS liked #31's colorful outside and band theme inside.

#20 Marlboro Birthday Card. Panelists who opened #20 had already received a birthday card from Marlboro, so knew what the envelop was. Other smokers thought it was cool to get a birthday card from Marlboro. Some suggested adding a little gift of coupons for money off or a free gift pack of Marlboro.

d. No Placement (no votes, negative reaction in group)

#16 Kool
#68 Marlboro Menthol All obviously menthol, no interest.
#75, #72 Salem
#96 Cambridge Diner. Considered ugly, old-fashioned, unattractive.
#28, #55 Merit Ultima and Ultra Light. Disliked look of plastic-y smiling models on cover, don't smoke Ultima or Ultra Lights.
#30 Chick Flick VS. Offended women (not funny, sexist, 50-ish, pajama party?). Intrigued one man who tossed it once he looked inside and saw VS.

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